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Paramount
U. S. Department of Agriculture

ROSES

FALL 1949

CAPISTRANO

Pat. applied for
\$2.50 each

**SUTTER'S
GOLD**

Pat. applied for
\$2.50 each

HERE THEY ARE . . .

two of the newest Roses, and when they bloom in your garden you will agree that they are two of the handsomest. Both are 1950 winners of All-America awards, the highest honor that can come to a new Rose, and your guarantee of excellence. Keep abreast of what is new in the Rose world, and try some of these novelties.

PARAMOUNT NURSERIES, A. & A. D. Vanderkraats, Props. WEST G. , PA.

Dependable Trio

Buy these three wonderful Roses as a collection and save money. Horace McFarland is a beautiful coppery color that you will love, and Rose of Freedom a glorious new red. Peace ranks higher than any other Rose with American Rose Society members and has won prizes the world over.



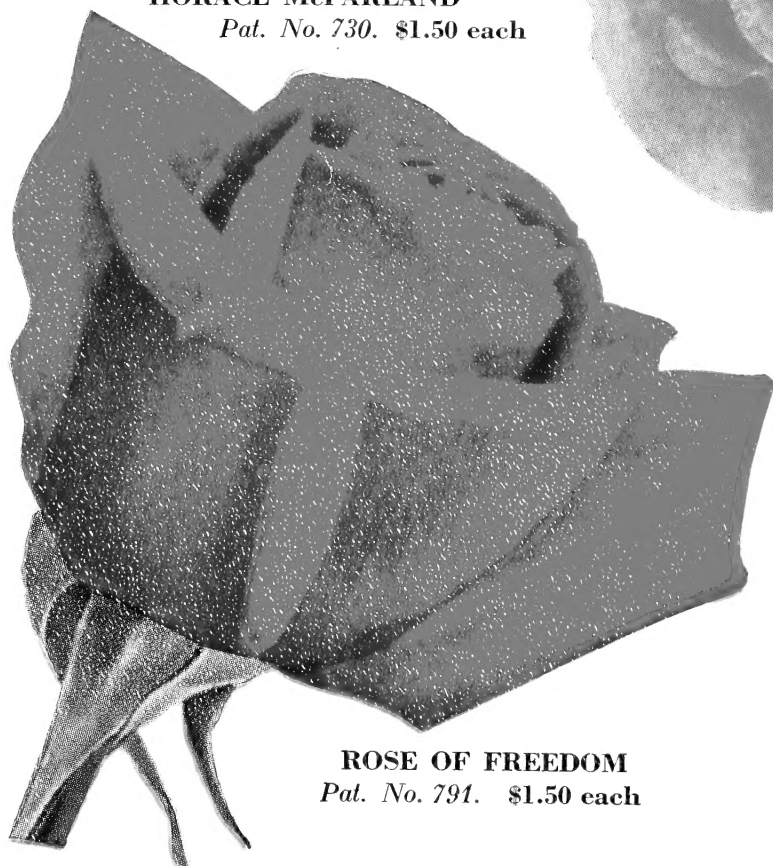
HORACE McFARLAND

Pat. No. 730. \$1.50 each



PEACE. Pat. No. 591.

\$2.00 each



ROSE OF FREEDOM

Pat. No. 791. \$1.50 each

1 each of these \$4.20
3 Roses for . . .

(Regular Value \$5.00)

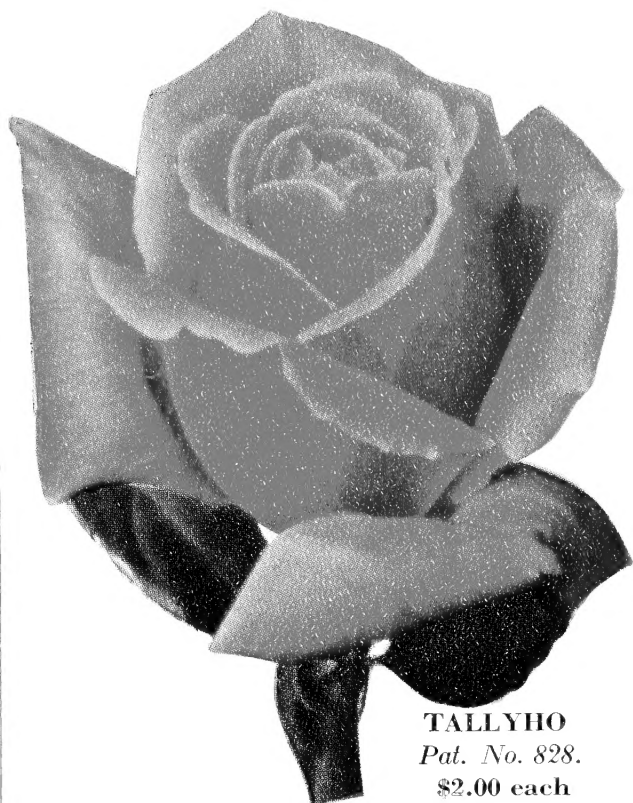
DELIVERY FREE

Colorful Quartet

Some of the warmest colored of the newer Roses are included in this splendid collection. All of these varieties are All-America winners.



TAFFETA
Pat. No. 716.
\$1.50 each



TALLYHO
Pat. No. 828.
\$2.00 each



FORTY-NINER. *Pat. No. 792.*
\$2.00 each



NOCTURNE
Pat. No. 713.
\$1.50 each

1 each of these 4
Roses for . . . **\$5.90**


(Regular Value \$7.00)

DELIVERY FREE

Hybrid Tea Roses

THE NEWER VARIETIES


Quite a few additions have been made to this list since last year. On page 3 you will find the real Novelties which have been introduced most recently. In the following list are the pick of all varieties introduced during the last ten years or so.


The All-America Rose Selections symbol is . It means that Rose has entered into real competition with many other varieties and has come out as the selection of a large board of judges. Such a Rose has real merit and quality.

ANNA MARIE. (Ohlhus, 1948.) A delightful clear, light, silvery pink, very large and double. The furled buds open slowly and beautifully in all kinds of weather, with the petal tips curled back. Firm, strong stems; tall, vigorous plants. *Pat. app. for.* \$1.50 each; 3 for \$3.75

APPLAUSE. (Swim, 1947.) A descendant of the well-known Charlotte Armstrong. Large, double, crimson blooms, abundantly produced; spicy fragrance. High centered, with petals rolled outward. A vigorous, freely branching plant. *Pat. No. 829.* \$2.00 each; 3 for \$5.00


BETTER TIMES. (J. H. Hill Co., 1934.) Cerise-red; double and very fragrant. Superb for cutting, especially in the fall. Rated the best greenhouse variety; splendid outside too, if nursed along a little. Upright and hardy. *Pat. No. 23.* \$1.50 each; 3 for \$3.75

CALIFORNIA. (Howard & Smith, 1937.)  1940 Ruddy orange toned saffron-yellow; outside of petals overlaid saturn-rose. Long-pointed buds open to flowers 5 to 6 inches across. Vigorous, with healthy, glossy foliage. *Pat. No. 449.* \$1.25 each; 3 for \$3.15

CHARLOTTE ARMSTRONG. (Lammerts, 1941)  1940.) Rich carmine to spectrum-red buds open to blooms of deep cerise. Long, slender buds on long stems, produced in great quantities, usually one flower to each stem. *Pat. No. 455.* \$1.50 each; 3 for \$3.75

COUNTESS VANDAL. (M. Leenders, 1932.) Copper and salmon, suffused with soft yellow. Long-pointed buds; full, fragrant flowers. Vigorous, upright plant; blooms unceasingly. *Pat. No. 38.* \$1.35 each; 3 for \$3.40

CRIMSON GLORY. (Kordes, 1935.) Deep, velvety crimson. Rich in color, perfect in form and delightfully fragrant. Thrifty and a free bloomer. One of the most popular Roses today. *Pat. No. 105.* \$1.35 each; 3 for \$3.40

DICKSONS RED. (Dickson, 1938.)  1940 scarlet-red. Large, beautiful flowers on long stems, with rich fragrance. Unfading color, best in the fall. A grand exhibition type. Winner of the Clay Cup for fragrance. *Pat. No. 376.* \$1.35 each; 3 for \$3.40

DOUGLAS MacARTHUR. (Howard & Smith, 1942.) Rose color, slightly shaded bronze at base of petals. Long pointed in the bud stage, becoming a large flower with about 24 petals. Bushy and compact. *Pat. No. 581.* \$1.50 each; 3 for \$3.75

ECLIPSE. (Nicolas, 1935.) Long, streamlined, golden yellow bud. Vigorous, upright grower producing mildly fragrant flowers on long stems, fine for cutting. Prolific. *Pat. No. 172.* \$1.35 each; 3 for \$3.40

ENCHANTMENT. (E. G. Hill Co., 1946.) Peach-pink inside, tinged yellow outside; clear yellow at base. Huge, high-centered blooms with 35 petals; long lasting and delightfully fragrant. Vigorous, upright grower. *Pat. No. 737.* \$2.00 each; 3 for \$5.00

ERNIE PYLE. (Boerner, 1946.) Glowing rose-pink. Flowers of great size are borne in profusion. Vigorous grower and bushy plant. Well-formed flowers on long stems, fine for cutting. *Pat. No. 673.* \$1.50 each; 3 for \$3.75


FANDANGO. (Swim, 1949.) Rich deep scarlet changing to bright cerise-red as it opens. Large, ruffled petals (about 20 per bloom). Very early flowering. Vigorous, compact. Mildly fragrant. *Pat. app. for.* \$2.00 each; 3 for \$5.00

FANTASIA. (Dickson, 1942.) Sparkling yellow blooms, freely produced all season. Pointed buds in clusters. Rich deep yellow in the center, fading to soft yellow at the petal edges. Wild-Rose fragrance. Hardy and disease free. *Pat. No. 590.* \$1.50 each; 3 for \$3.75

GOLDEN ANNIVERSARY. (Mordigan, 1947.) Old-gold flushed apricot. A remarkably good plant, well branched and clothed with dense foliage. Blooms heavily and continuously. *Pat. No. 806.* \$1.50 each; 3 for \$3.75

GOOD NEWS. (Meilland, 1940.) Peach-pink, changing to silvery pink. Full, perfectly formed, tea-scented flowers. Bushy, strong grower; constant bloomer. A great dooryard Rose. *Pat. No. 426.* \$1.50 each; 3 for \$3.75

GRACE MOORE. (Kordes, 1948.) Rich, brilliant deep red, changing in various lights to cerise, cardinal, cherry and shining crimson. Velvety, 50-petaled flowers on firm stems. Bushy, well branched plant. \$1.50 each; 3 for \$3.75

GRANDE DUCHESSE CHARLOTTE. (Ketten, 1939.)  Chestnut-colored bud, opening to firm-petaled blooms of begonia-rose or tomato-red. Buds long-pointed; flower large, double, long-lasting and unfading. Glossy dark foliage on a vigorous bush. Carnation fragrance. *Pat. No. 774.* \$1.50 each; 3 for \$3.75

GREER GARSON. (Denoyel, 1943.) Deep rose-pink buds, large and pointed, opening slowly to 5-inch, perfect blooms with reflexed petals. Leathery, dark foliage on a vigorous, 3-foot plant. *Pat. No. 781.* \$1.50 each; 3 for \$3.75

HECTOR DEANE. (McGredy, 1938.) Strawberry-pink with crimson buds, diffused with orange. Tall, vigorous grower and very floriferous. Intense old-Rose perfume. *Pat. No. 361.* \$1.35 each; 3 for \$3.40

PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME

Hybrid Tea Roses

THE NEWER VARIETIES

HORACE McFARLAND. (Mallerin, 1944.)

1945 Buff-salmon color. A sturdy and upright grower with large, leathery foliage. Large, high-centered buds develop into immense, full flowers on erect stems. Free bloomer even in summer. Spicily scented. In color on page 4. *Pat. No. 730.* \$1.50 each; 3 for \$3.75

JUNO. (Swim, 1949.) Bright clear pink without shading, fading gracefully as it ages. Large size and perfect form at all times, from the long tapering bud until the 40 petals begin to drop. Low, bushy plant with glossy foliage. *Pat. app. for.* \$2.00 each; 3 for \$5.00

KATHERINE T. MARSHALL. (Boerner, 1944 1943.) Warm, glowing pink. A Rose of rare beauty and delicacy of form. Vigorous grower with an abundance of large flowers on long, stiff stems. Fruity fragrance. 22 petals. *Pat. No. 607.* \$1.35 each; 3 for \$3.40

MANDALAY. (Mallerin, 1942.) Huge yellow flowers sometimes 6 inches in diameter. Long and pointed in the bud form, unfolding to high-centered blooms of clear gold color. Hardy and free flowering, growing to 3 feet tall. *Pat. No. 775.* \$2.00 each; 3 for \$5.00

McGREY'S SUNSET. (McGredy, 1938.) Saffron-yellow blushed with delicate orange. Beautiful buds and full, shapely flowers, sweetly fragrant. Very vigorous, prolific bloomer. *Pat. No. 317.* \$1.35 each; 3 for \$3.40

MIRANDY. (Lammerts, 1945.) Chrysanthemum-red. Big, ovoid buds are deep, rich dark red with black shadings. Full flowers with 50 petals are of beautiful form, long-lasting and wonderfully fragrant. Plant is strong and free-branching; a grand producer. *Pat. No. 632.* \$1.50 each; 3 for \$3.75

MISS AMERICA. (Nicolas, 1938.) Delicate flesh tints touched with salmon and gold. Large blooms with about 60 petals. Vigorous and hardy. Grows 2½ feet tall. *Pat. No. 264.* \$1.50 each; 3 for \$3.75

MME. COCHET-COCHET. (Mallerin, 1934.) Coppery pink. Beautiful form, exquisite coloring, sweet fragrance. Splendid grower, free-flowering. Good for bedding and cutting. *Pat. No. 129.* \$1.50 each; 3 for \$3.75

MME. MARIE CURIE. (Gaujard, 1944.) 1944 Glowing, clear chrome-yellow. Buds daffodil-yellow. Large flowers, sweetly scented, ideal for cutting. Vigorous, upright grower; excellent bloomer. 25 petals. *Pat. No. 727.* \$1.50 each; 3 for \$3.75

NEW YORKER. (Boerner, 1947.) A red, red Rose that stays red—clear and sparkling. Huge flowers often 6 inches across, of beautiful form and lovely texture. Blooms continuously. Upright, 3-foot plants; strong cutting stems. *Pat. No. 823.* \$2.00 each; 3 for \$5.00

PANORAMA. (McGredy, 1943.) Deep rose-pink, reverse silvery buff, suffused with pink. Full, ovoid buds open into large, cupped flowers, 6 inches across. Hardy, bushy plant, well-clothed with large, glossy foliage. Old-Rose perfume. *Pat. No. 614.* \$1.50 each; 3 for \$3.75

PEACE. (Meilland, 1945.) Buds open yellow, 1946 with edges picoted cerise; huge, glorious, 5-inch blooms with 40 to 45 firm, alabaster-white petals, each edged with pink that deepens as the flower slowly opens. Very double; individual petals are large and of great substance. Plant is supremely strong and vigorous, with superb foliage. In color on page 4. *Pat. No. 591.* \$2.00 each; 3 for \$5.00

PRIMA DONNA. (Dickson, 1944.) Deep salmon, suffused with pink. High-centered blooms of exquisite form, with alluring scent. Vigorous, upright grower and generous producer. 35 petals. *Pat. No. 639.* \$1.35 each; 3 for \$3.40

ROSE OF FREEDOM. (Swim, 1947.) An ovoid, cardinal-red bud, opening to a very double, high-centered flower of medium size. The satiny petals roll outward as the bloom opens; spicy fragrance. Large, leathery foliage. Upright and vigorous in growth, blooming freely and continuously. In color on page 4. *Pat. No. 791.* \$1.50 each; 3 for \$3.75

RUBAIYAT. (McGredy, 1947.) Brilliant red. 1947 Long, graceful buds open to rich-hued crimson blooms of lovely form. Rugged bush with luxuriant growth. Profuse bloomer; old-Rose fragrance. *Pat. No. 758.* \$1.50 each; 3 for \$3.75

SIGNORA. (Aicardi, 1936.) Warm brownish orange buds, becoming salmon color. Double, very fragrant flowers on long stems. A vigorous, branching plant with rich green foliage. Blooms freely; fine for cutting. *Pat. No. 201.* \$1.35 each; 3 for \$3.40

SONATA. (Van Rossem, 1942.) Cochineal-red in spring and fall; deep lively pink in summer. Outside of petals is darker than inside. Large, perfectly shaped flowers; long-pointed buds. *Pat. No. 732.* \$1.35 each; 3 for \$3.40

STERLING. (E. G. Hill, Co., 1933.) Beautiful pink. The long-pointed bud of brilliant pink opens into a large bloom, lasting when cut; fragrant. *Pat. No. 21.* \$1.50 each; 3 for \$3.75

SUNSET GLORY. (Boerner, 1947.) Yellow, pink and bronze tones delicately blended. Golden yellow buds suffused soft pink, opening to graceful, 5-inch blooms of glowing yellow. Strong plants; free blooming. Fine for cutting. *Pat. No. 738.* \$1.50 each; 3 for \$3.75

TEXAS CENTENNIAL. (Dixie Rose Nurs., 1935.) Brilliant vermilion-red. Long, perfect buds; large, richly fragrant blooms on long stems. Color and substance marvelous in the fall. Ideal for cutting. Unusually vigorous, with an abundance of healthy foliage. *Pat. No. 162.* \$1.25 each; 3 for \$3.15

WAVES. (Dickson, 1944.) Coral-pink, cupped blooms with 35 petals. Abundant bloomer with old-Rose fragrance. Vigorous, compact, hardy. *Pat. No. 638.* \$1.50 each; 3 for \$3.75

WHITE BRIARCLIFF. (J. & P. Co., 1935.) Pure white. Fine form, ideal for cutting; deliciously fragrant. Vigorous, bushy, prolific. *Pat. No. 108.* \$1.35 each; 3 for \$3.40

PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME

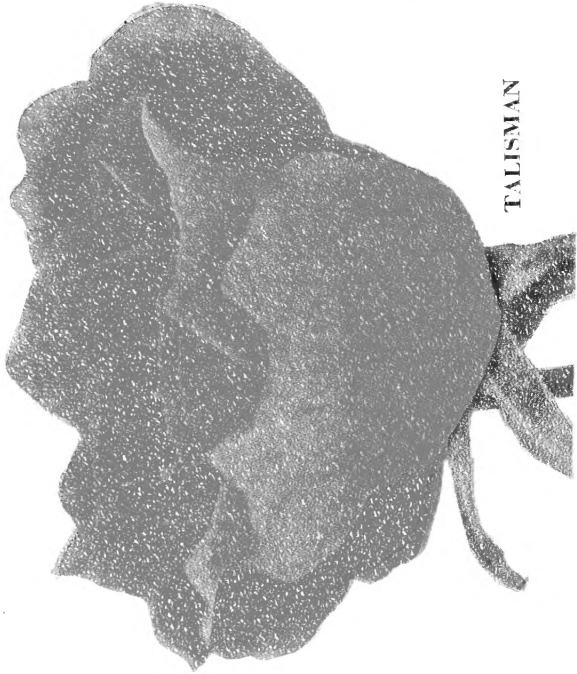
Paramount's SPECIAL TEN

10 Fine Rose Plants for \$8.90

(Value \$11.50) DELIVERY FREE

5 for \$4.50

(Value \$5.75)



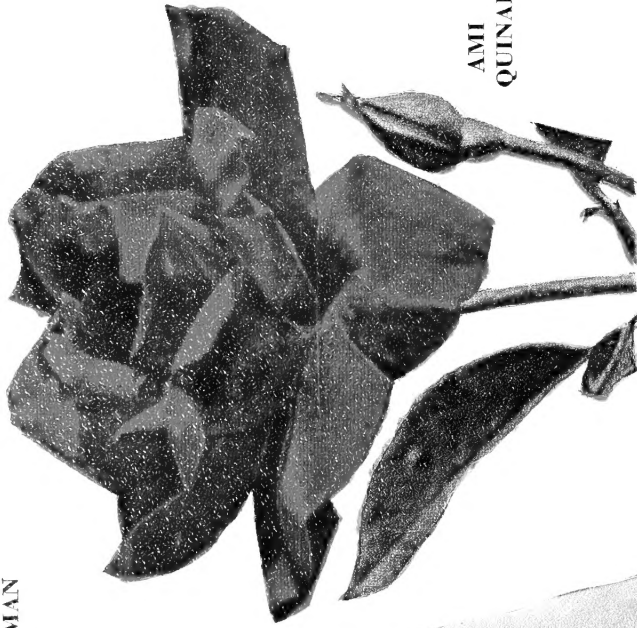
TALISMAN



MRS. P. S.
DU PONT



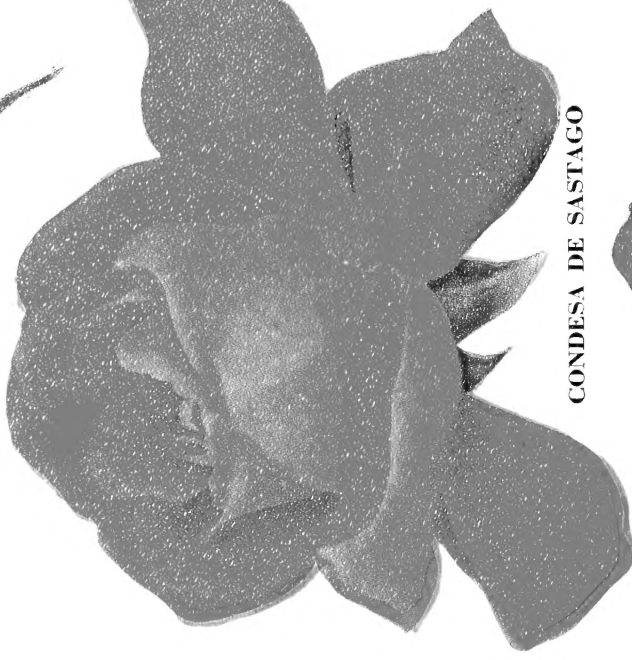
K. A. VIKTORIA



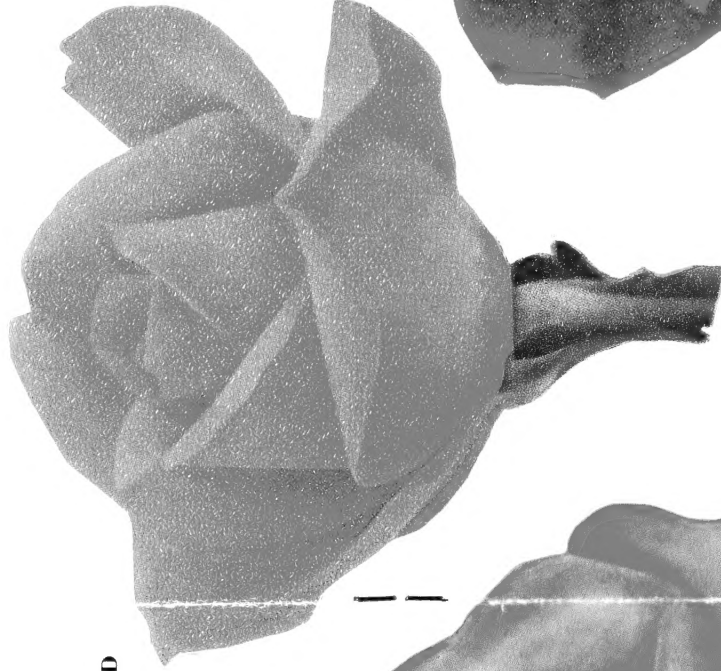
AMI
QUINARD



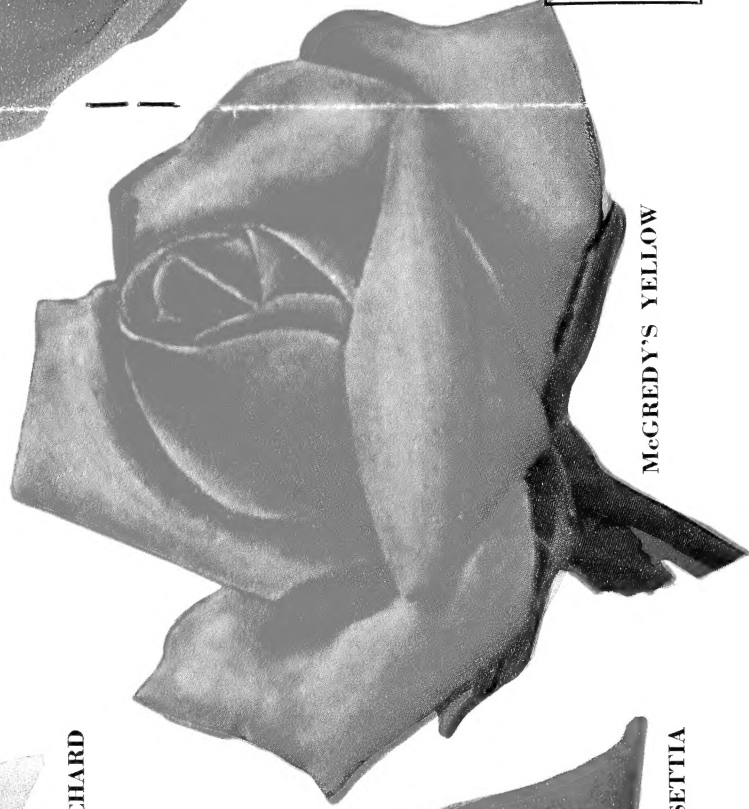
BETTY UPRICHARD



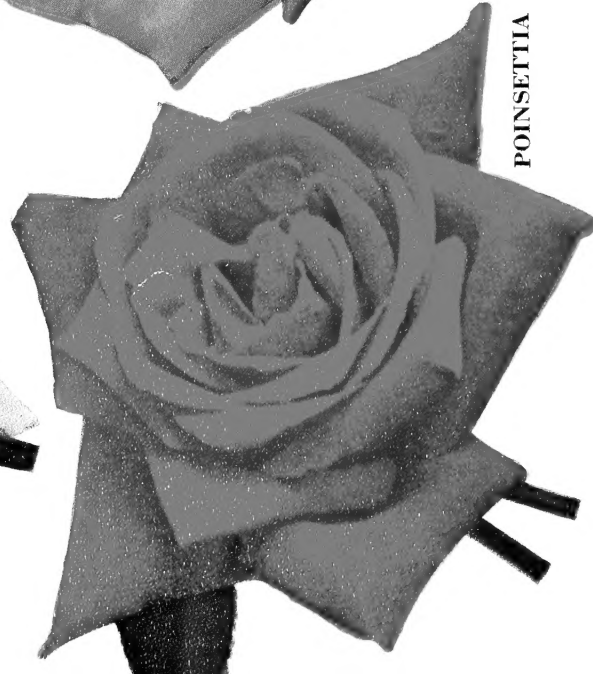
CONDESA DE SASTAGO



EDITOR McFARLAND



McGREDY'S YELLOW

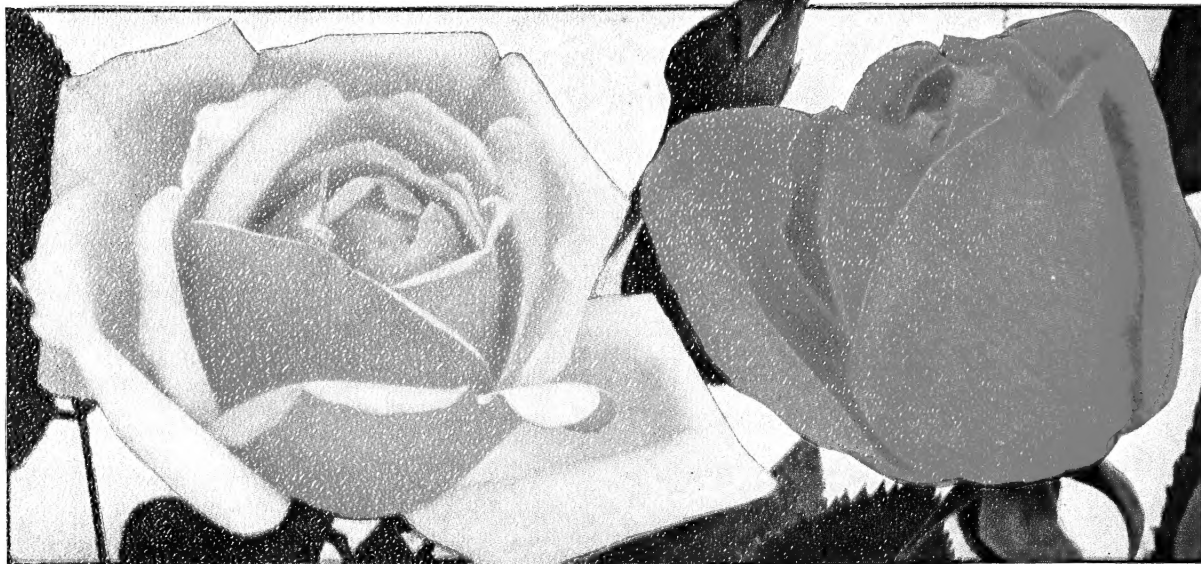


POINSETTIA



ETOILE
DE HOLLANDE

We recommend membership in The American Rose Society to all Rose lovers. Write Dr. R. C. Allen, Secretary, Box 687, Harrisburg, Pa.



RADIANCE AND

RED RADIANCE ROSES

Hybrid Tea Roses • STANDARD KINDS

Prices of all Standard Kinds \$1.15 each; 10 for \$9.25

In any combination desired • Delivery Free

These are the best of the older kinds, all tested for years and found generally satisfactory everywhere. Some, like Frau Karl Druschki and Kaiserin Auguste Viktoria, go back to the "Gay Nineties," while others are more recent. They are all monthly bloomers and are the mainstays of every garden.

AMI QUINARD. Blackish maroon, opening into semi-double flowers of rich velvety red, with blackish luster. Flowers have 17 petals. Strong, upright grower with old-time fragrance.

AUTUMN. Radiant burnt-orange. Richly colored, exquisitely formed buds open to fragrant flowers in a rainbow of colors—red, orange, yellow and pink. Perfectly upright grower, very vigorous. Active bloomer. Very full flower with 70 petals.

BETTY UPRICHARD. Two-tone—salmon and carmine. A very free and steady bloomer, unusually vigorous. Buds are long-pointed, on a good, heavy stem. Sweetly fragrant.

CONDESA DE SASTAGO. Rich yellow buds unfold to copper-colored blooms with yellow on the reverse; fully double, with alluring raspberry fragrance. Exceptionally vigorous and supremely bushy. 50 petals.

DUQUESA DE PENARANDA. Long-pointed buds of copper-apricot, opening into fine, fragrant flowers of flame color. Vigorous, erect plant, blooming continuously. Striking foliage.

EDITOR McFARLAND. Deep pink that does not fade. Large flowers of excellent form on long stems; long lasting when cut and slightly fragrant. Plant is unusually vigorous. One of the best pinks.

ETOILE DE HOLLANDE. Brilliant dark red. Perfect buds; large, double flowers on long stems, and truly fragrant. Plant is vigorous and easily grown, continuously in bloom. Stems almost thornless and foliage healthy. An old favorite.

FRAU KARL DRUSCHKI. The white American Beauty. Snow-white blooms of immense size, fully double and of perfect form. Very hardy and vigorous. Good for exhibition.

JOANNA HILL. Creamy yellow. Has long buds that open to full, long-stemmed, perfect blooms with moderate fragrance. Upright grower with many fine flowers for cutting. Makes beautiful corsages.

KAISERIN AUGUSTE VIKTORIA. Cream-white, with greenish tint in the center. Large and perfectly formed blooms, fully double, on long stems; richly fragrant. Constant bloomer with healthy foliage. 99 petals.

MARGARET McGREDY. Orange-scarlet. Very large; long-pointed buds and beautiful double flowers, slightly scented. Extremely vigorous grower with healthy, glossy foliage. Tireless worker and wonderful bedding type.

McGREDY'S SCARLET. Velvety, brilliant scarlet. A stout grower, bearing large flowers of excellent form on long stems. Liberal producer with tough constitution. A very satisfactory Rose.

McGREDY'S YELLOW. Canary-yellow flower of elegant form, still beautiful when fully open. Vigorous in growth, free blooming, with healthy, glossy foliage. A fine unfading Rose.

MME. JULES BOUCHE. White. Bushy, vigorous grower producing many long-pointed, mildly fragrant flowers on long stems. Has perfect growing habit.

PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME

Hybrid Tea Roses

STANDARD KINDS

MRS. E. P. THOM. Clear yellow of uniform color. Vigorous and upright in growth, with an abundance of foliage and a splendid plant habit. Full, double flower, sweetly scented.

MRS. P. S. DU PONT. Golden yellow—a rich color that does not fade. Long-pointed buds and flowers of medium size in great profusion; spicy fragrance. A low grower but stoutly built. A prolific bloomer, like a Floribunda.

NEIGE PARFUM. Wonderful lemon-verbena fragrance; one of the most highly perfumed of all Roses. Bud is slightly tinted with cream; the open flower is beautiful white, peony form.

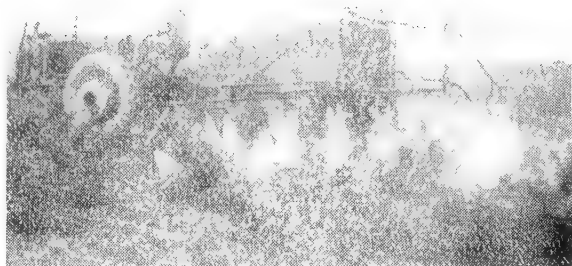
PEDRALBES. Rich yellow buds open to creamy white blooms of large size, with yellow center. Profuse and constant bloomer. Spreading habit of growth. Flowers come in clusters on long, graceful stems, with slight fragrance.

PICTURE. Velvety, clear pink with salmon undertones. Very double flowers with heavy-textured, reflexed petals. Rates very high with American Rose Society members. Free blooming.

POINSETTIA. Rich scarlet, even and distinct. Beautifully shaped buds and large, brilliant blooms, slightly fragrant. Tall, healthy grower; profuse bloomer. A very fine Rose.

PRESIDENT HERBERT HOOVER. Yellow-orange and scarlet in a luscious blend. Large, glorious blooms on long, strong stems that make each flower a bouquet; richly fragrant. Exceptionally vigorous bush that blooms freely.

RADIANCE. The most dependable Rose in America. Brilliant carmine-salmon with reverse rose color. Its thrifty habit of growth and rugged character reach perfection. Produces a host of large flowers with true Rose fragrance. Most popular and most successfully grown variety in the country.



Our Bean Field Sprayer, with 300-gal. tank, and generating 500 lbs. pressure. It carries 32 nozzles, four to each row, spraying eight rows each round.

RED RADIANCE. Clear, genuine red. The counterpart of Radiance and its inseparable companion in the garden. Has all the dependable qualities of Pink Radiance but a richer color. Both require the minimum of care.

SISTER THERESE. "The Little Flower." Golden yellow; bud touched with orange-carmine. Exquisite, long-pointed bud, making a fine, fragrant cut flower. Active grower with a spreading habit. A very free bloomer.

SOUV. DE CLAUDIUS PERNET. Pure sunflower-yellow. Large, full flowers of rich, unfading color; very mild scent. A florist's Rose that is still very popular in the garden. Plant upright, vigorous and very free flowering.

TALISMAN. Beautiful mixture of golden yellow, orange and scarlet, varied in every bloom. Richly colored buds on long stems. Fine for cutting, especially in the fall; very fragrant. Upright, vigorous; constant bloomer.

YELLOW TALISMAN. A yellow sport of the famous and popular Talisman Rose. Excellent for cutting; fragrant.

ONE OF OUR 1949 FIELDS—THE BEST IN FIVE YEARS



Hardy CLIMBING ROSES

Climbers are excellent for mass decoration and splendid for backgrounds in the garden. They give the largest quantity of blooms for your money and have many uses. They can be trained against a fence, on a pillar or against a garage, and may be left to trail on a sloping bank. They need the least protection and attention of any group of Roses.

BLAZE. The everblooming Paul's Scarlet Climber. Bright scarlet color that holds well. Masses of large, well-shaped flowers on long stems. At its best when trained on a pillar or post. Blooms in midseason and repeats during the summer and fall. *Pat. No. 10*

\$1.50 each; 3 for \$3.75

CITY OF YORK. White. Semi-double, 3-inch flowers. Hardy, strong grower. Blooms early. A new climber with a high rating.

\$1.50 each; 3 for \$3.75

CLIMBING AMERICAN BEAUTY. Crimson. Large, fragrant flowers of fine form, borne in clusters. Blooms early in the season.

\$1.15 each; 3 for \$3.00

CLIMBING MRS. P. S. DU PONT. Rich golden yellow flowers like those of the well-known Hybrid Tea, but the plant is a climber. Especially good as a pillar Rose.

\$1.50 each; 3 for \$3.75



©

CITY OF YORK. \$1.50 each

DOUBLOONS. A radiant yellow climber with large, compact, double blooms coming in clusters; spicy fragrance. Vigorous grower with long, heavy canes. Noted for hardiness. Beautiful foliage of dark, velvety green. Blooms early. *Pat. No. 152.*

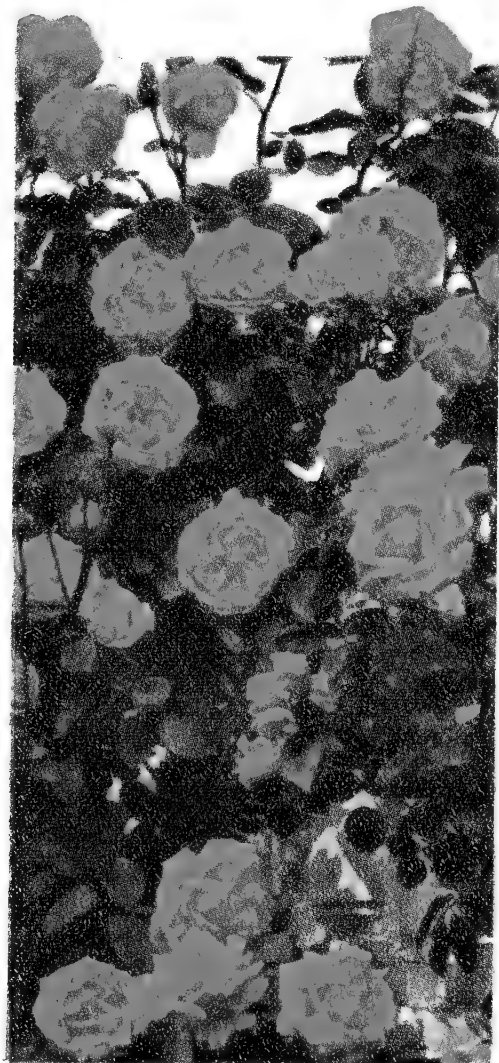
\$1.50 each; 3 for \$3.75

DR. J. H. NICOLAS. Deep rose-pink. Very large, fully double blooms like Hybrid Teas, with a rich perfume. A free-blooming climber that is especially fine as a pillar Rose. Repeats through summer and fall. *Pat. No. 457.*

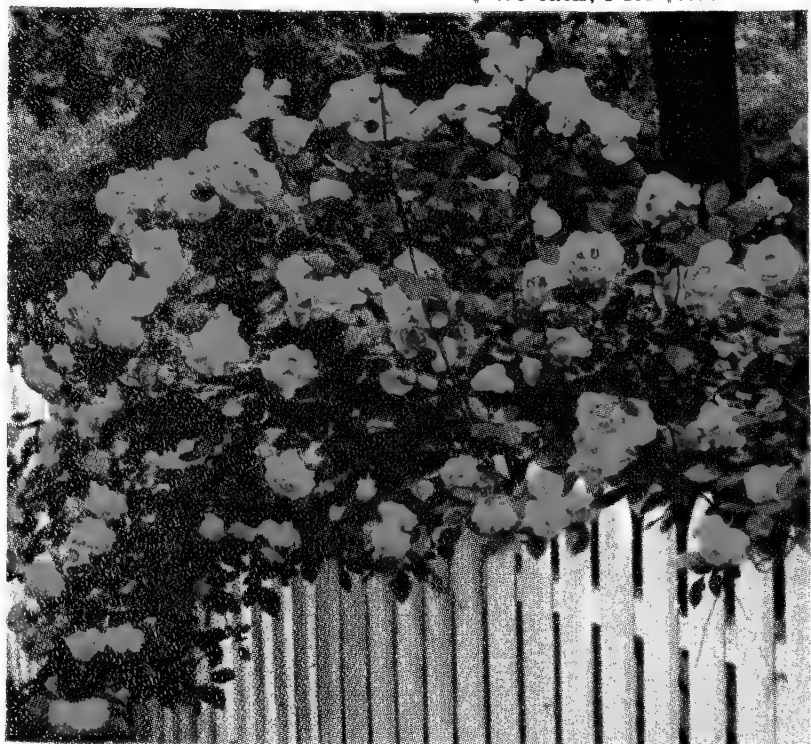
\$1.50 each; 3 for \$3.75

DR. W. VAN FLEET. Light pink. Extremely vigorous in growth. Large, well-formed flowers on long stems, fine for cutting. Blooms early.

\$1.15 each; 3 for \$3.00



© **KING MIDAS.** *Pat. No. 586*
\$1.50 each



BLAZE. *Pat. No. 10.* \$1.50 each

HARDY CLIMBING ROSES

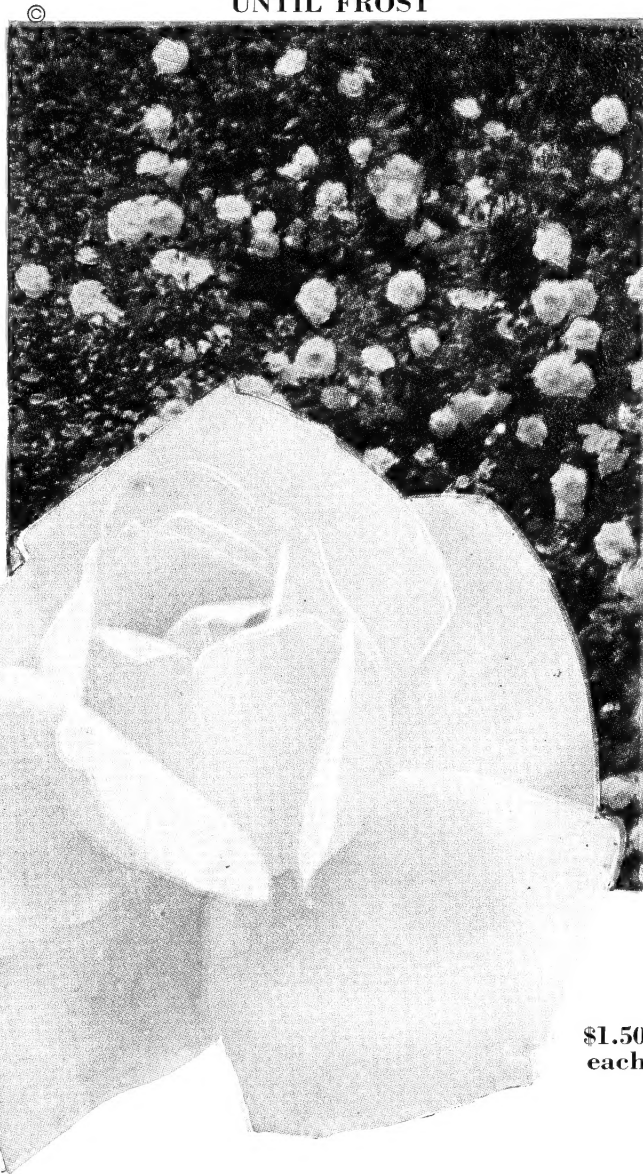
HIGH NOON. (Lammerts, 1947.) Intense, clear shining yellow. Medium-sized buds are borne on long, almost thornless stems, well clothed with light green, glossy foliage. Plant is luxuriant, bushy, many-stemmed and reaches a height of 8 feet. Produces many magnificent buds in the spring and additional bursts of bloom throughout the growing season. Needs some protection over the winter. *Pat. No. 704.* \$2.00 each; 3 for \$5.00

KING MIDAS. Golden yellow. Vigorous and fast grower with large, double flowers, slightly fragrant. Dark green, leathery foliage. An early bloomer. *Pat. No. 586.* \$1.50 each; 3 for \$3.75

NEW DAWN. Blush-pink. The everblooming Dr. W. Van Fleet. Blooms in profusion in June and repeats throughout the summer and fall. Perfectly formed, pointed buds on fine long stems. Very vigorous, with glossy foliage and sturdy canes. Has old-Rose fragrance.

\$1.50 each; 3 for \$3.75

NEW DAWN BLOOMS FROM JUNE
UNTIL FROST



\$1.50
each



DOUBLOONS. *Pat. No. 152.*
\$1.50 each

PAUL'S SCARLET CLIMBER. Brilliant scarlet. The flowers are large and beautifully formed, borne in clusters and making a vivid splash of color that holds clear and true. The blooms come on long stems, good for cutting. Medium grower, ideal for pillars. Blooms in midseason.

\$1.15 each; 3 for \$3.00

SPANISH BEAUTY (Mme. Gregoire Staechelin). Pearl-pink, splashed with red. Large, fragrant blooms on long stems. Fine for cutting. Delightfully fragrant. Blooms early. Needs some protection over the winter. \$1.15 each; 3 for \$3.00

• HOW TO PLANT ROSES •

Rose-beds should be prepared well in advance of the arrival of the plants.

Roses require sun, at least half of the day. Protection from strong winds is also desirable. The beds should be placed where the soil is naturally well drained, or drainage should be provided. The soil should be good garden loam. If it is poor, remove the top 8 to 10 inches, spade up the bottom, mixing in some good manure, and replace the top portion with good top-soil, letting it settle well before planting.

The Roses should be planted about 12 to 15 inches apart each way, varying the distance somewhat, depending on the vigor and spread of the varieties selected.

All Roses should be planted as soon as received. But the bundles can usually be kept intact for a week, if kept in a cool, dark place. If delayed in planting for more than one week, remove the plants from the bundles, and hill them in carefully in a shady and moist place, until wanted.

When planting in the fall, no pruning is necessary, but cut-

ting back to 6 to 8 inches can do no harm. Immediately after planting, hill the soil around each plant for at least 6 inches.

In planting in the spring, trim the branches back to 4 to 5 inches. If planting late in the spring, when it is warm, and it often is after the middle of April, hill the soil up slightly and keep the plants shaded from the sun for several weeks; water well each day.

Full planting directions are sent with each shipment, and one should read them carefully before proceeding with the job.

The best spray for Roses is TRI-GEN, a complete insect spray and fungicide. It stimulates plant-growth and is harmless to foliage or blooms. It is convenient, easy and pleasant to use and is triple acting. It can be purchased at more seed stores or in any garden department of general stores. If you cannot secure it locally, please write to us and we will secure it for you.

Floribunda Roses

LARGE-FLOWERING BEDDING ROSES



© PINOCCHIO. Pat. No. 484. \$1.25 each



© PERMANENT WAVE. Pat. No. 107. \$1.25 each

Most effective if planted in beds of one variety or in groups of three or more of the same kind. Splendid for borders and general mass effects. They are all large-flowering, mostly blooming in clusters or bunches, and many are splendid for cutting.

BETTY PRIOR. Bright red buds open to single flowers of shell-pink, giving a glorious two-tone effect resembling pink dogwood. Prolific. Grows to 3 feet. Pat. No. 340. \$1.25 each; 3 for \$3.15

CHATTER. Double, crimson flowers in clusters. Hardy. Delicate old-Rose fragrance. Grows to 18 inches. Pat. No. 739. \$1.25 each; 3 for \$3.15

DONALD PRIOR. Brilliant scarlet. Large, semi-double flowers in profusion. Sturdy, vigorous; 3 feet. Pat. No. 377. \$1.25 each; 3 for \$3.15

FASHION. A gay new color—warm oriental-red 1950 buds becoming sparkling coral-pink suffused with gold. Blooms from June to frost. Delicate fragrance. In color on page 2. Pat. No. 789. \$2.00 each; 3 for \$5.00

FLORADORA. Dazzling bright cinnabar color with shades of scarlet. Buds are exquisitely formed, produced in profusion on a neat, symmetrical bush. Foliage glossy olive-green. Grows to a height of 2½ feet. \$1.25 each; 3 for \$3.15

GOLDSLOCKS. Rich golden yellow. Very double blooms, 3 inches across. Spreading, bushy; dark foliage. In color on back cover. Pat. No. 672. \$1.50 each; 3 for \$3.75

GRUSS AN AACHEN. Yellow, pink and rose. Ideal bedding type. Low bush that is a constant mass of blooms. Flowers are large, double and good for cutting. \$1.25 each; 3 for \$3.15

MARIONETTE. A fine white Floribunda for mass planting, with hundreds of flowers on every bush. Fully double, creamy yellow buds, turning pure white. Blooms all season. Pat. No. 569. \$1.25 each; 3 for \$3.15

PERMANENT WAVE. Cochineal-red. Petals are waved, which gives a novel appearance to the clusters of large flowers. 2½ feet tall. Pat. No. 107. \$1.25 each; 3 for \$3.15

PINOCCHIO. Lovely salmon-pink, flushed gold. Flowers in sprays, splendid for bouquets. Continuous, prolific bloomer. Fruity fragrance. Height 2 feet. Pat. No. 484. \$1.25 each; 3 for \$3.15

RED PINOCCHIO. Large, unfading clusters of rich carmine. Delightful perfume, like wild Roses. Bushy; very free flowering. In color on back cover. Pat. No. 812. \$1.50 each; 3 for \$3.75

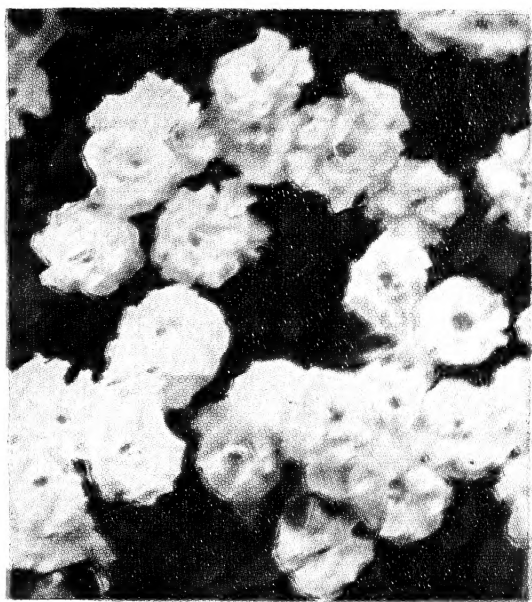
RED RIPPLES. Clear red buds and flowers with wavy-edged petals. A tall, very good plant that produces great masses of bloom all season. Makes a fine hedge. \$1.25 each; 3 for \$3.15

SUMMER SNOW. Pure white, very double, fragrant. Profuse bloomer. About 20 inches tall. Pat. No. 416. \$1.25 each; 3 for \$3.15

TRIOMPHE ORLEANAIS. Bright cherry-red; large flowers in clusters. Excellent for hedges and borders. \$1.15 each; 3 for \$3.00

WORLD'S FAIR. Velvety crimson-scarlet. Large clusters of rich red cover the bush continuously. Big, double flowers. Healthy, vigorous and prolific. Grows 2½ to 3 feet high. Pat. No. 362. \$1.25 each; 3 for \$3.15

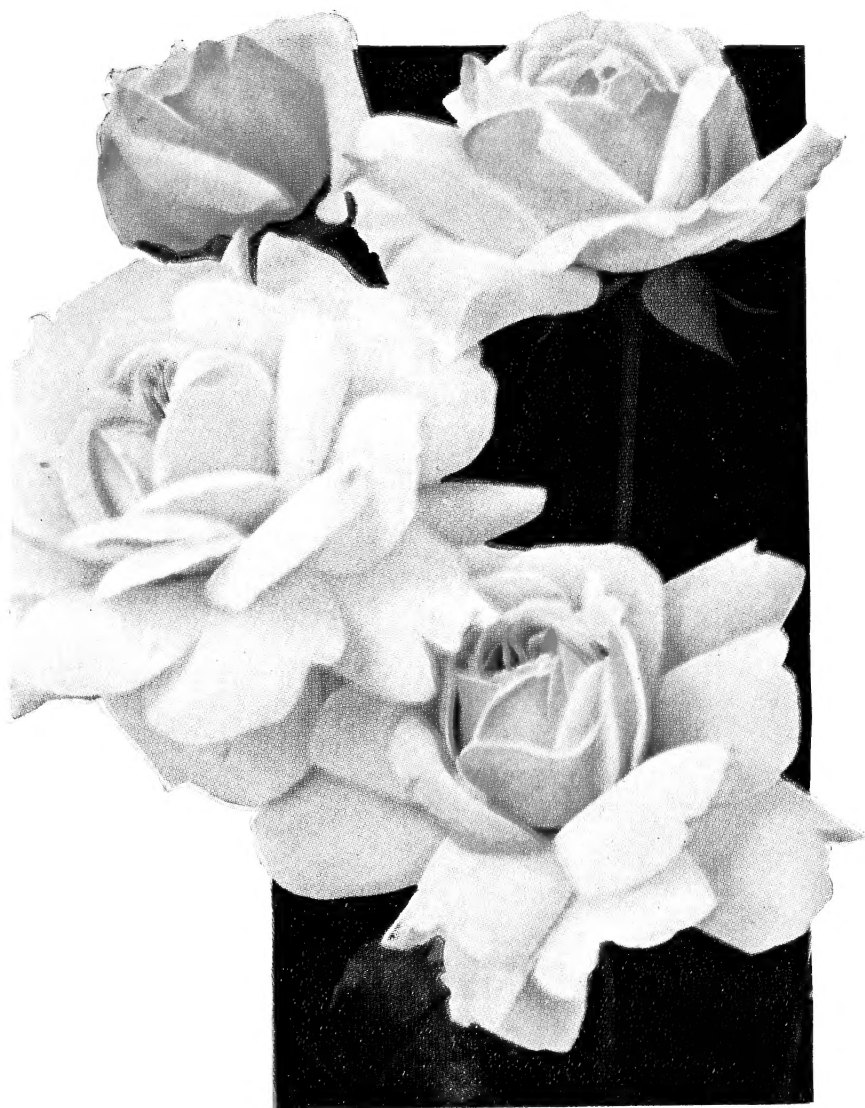
PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME



© SUMMER SNOW. *Pat. No. 416.*
\$1.25 each



© WORLD'S FAIR. *Pat. No. 362.* \$1.25 each



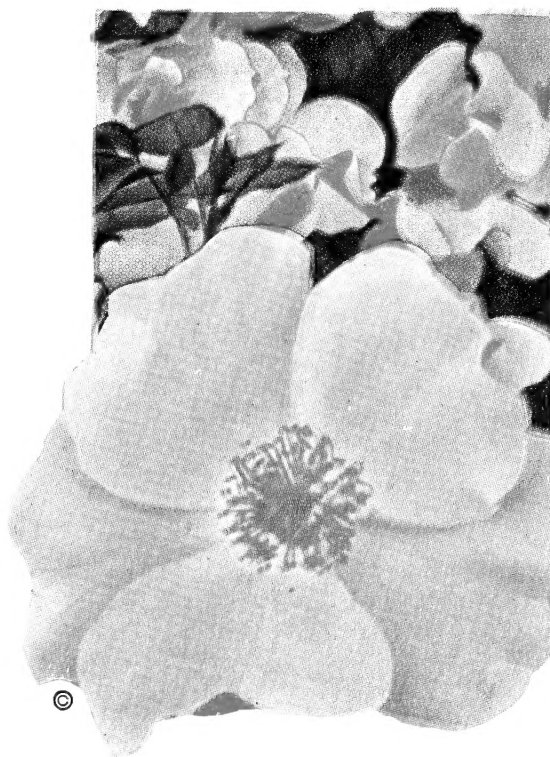
GRUSS AN AACHEN. \$1.25 each

FLORIBUNDA COLLECTION

1 each of the 6 Floribundas illustrated on pages 14 and 15 for \$6.25

(Regular value \$7.50)

DELIVERY FREE



© BETTY PRIOR
Pat. No. 340. \$1.25 each

PARAMOUNT ROSES ARE GUARANTEED TO GROW AND BE TRUE TO NAME

Two
of the finest
FLORIBUNDA
ROSES

Floribundas have made a name for themselves as the showiest of Roses for bedding. Their bushy, compact plants are perfect for borders and low hedges, and are very easily cared for. Goldilocks and Red Pinocchio are two of the newer varieties, with dainty buds like exquisite tiny Hybrid Teas, but carried in profusion in great clusters. For masses of bloom all season long, be sure to find a place for them in your garden.



Floribunda Rose
GOLDSLOCKS

Pat. No. 672
\$1.50 each



Floribunda Rose
RED PINOCCHIO

Pat. No. 812
\$1.50 each

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